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TOMATOES--A VICTORY FOOD SPECIAL

A radio talk by Jack Towers, Agricultural Marketing Administration on the Department's portion of National Farm and Home Hour, June 29, 1942, over stations associated with the Blue Network.

TOWERS:

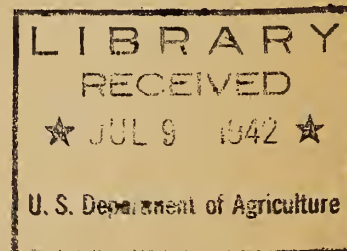
Starting today--and from now right up until the Fourth of July, grocers all over the country will be featuring tomatoes as a Victory Food Special...And here's why. The tomato fields in the Southern States have produced a much larger crop than usual--and as a result our markets are now handling the season's first heavy supply of tomatoes.

Tomatoes, as you know, don't last very long once they become ripe. So, we're pointing out this large supply of good quality tomatoes, with the hint that you use these tomatoes--possibly use them instead of some of our non-perishable food that we can save, or send to our allies, and fighting forces.

The Southern tomato producers are a long way from most of their markets, and they face an unusual problem this year. Usually, they send their tomatoes to market by rail and allow the tomatoes to ripen in the cars. But this year, we can't allow tomatoes to sit in cars to ripen. There must be no idle freight cars. That means, tomatoes come to market in a hurry. So, the tomatoes in your stores may be a little greener than usual. If they are, let them ripen, a day or so, on the window sill.

You know, tomatoes have everything....color, flavor, and food value. You can trust your eyes when you buy tomatoes. The best ones are free from blemishes--nicely shaped--plump--smooth--and bright "tomato red."

So let me say again--from now until next Saturday--July Fourth, tomatoes will be in the greatest supply for several weeks to come. Later in the summer the supply, of course, will be heavier and prices lower. But this Victory Food Special beginning today should make tomatoes a mighty good buy.



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